

The future Environmental labelling of Seafood

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Per Baumann Environmental Expert Coop Sweden



1

Are there anybody that would like to protect the biodiversity of the oceans, please raise your hands?

Congratulations!

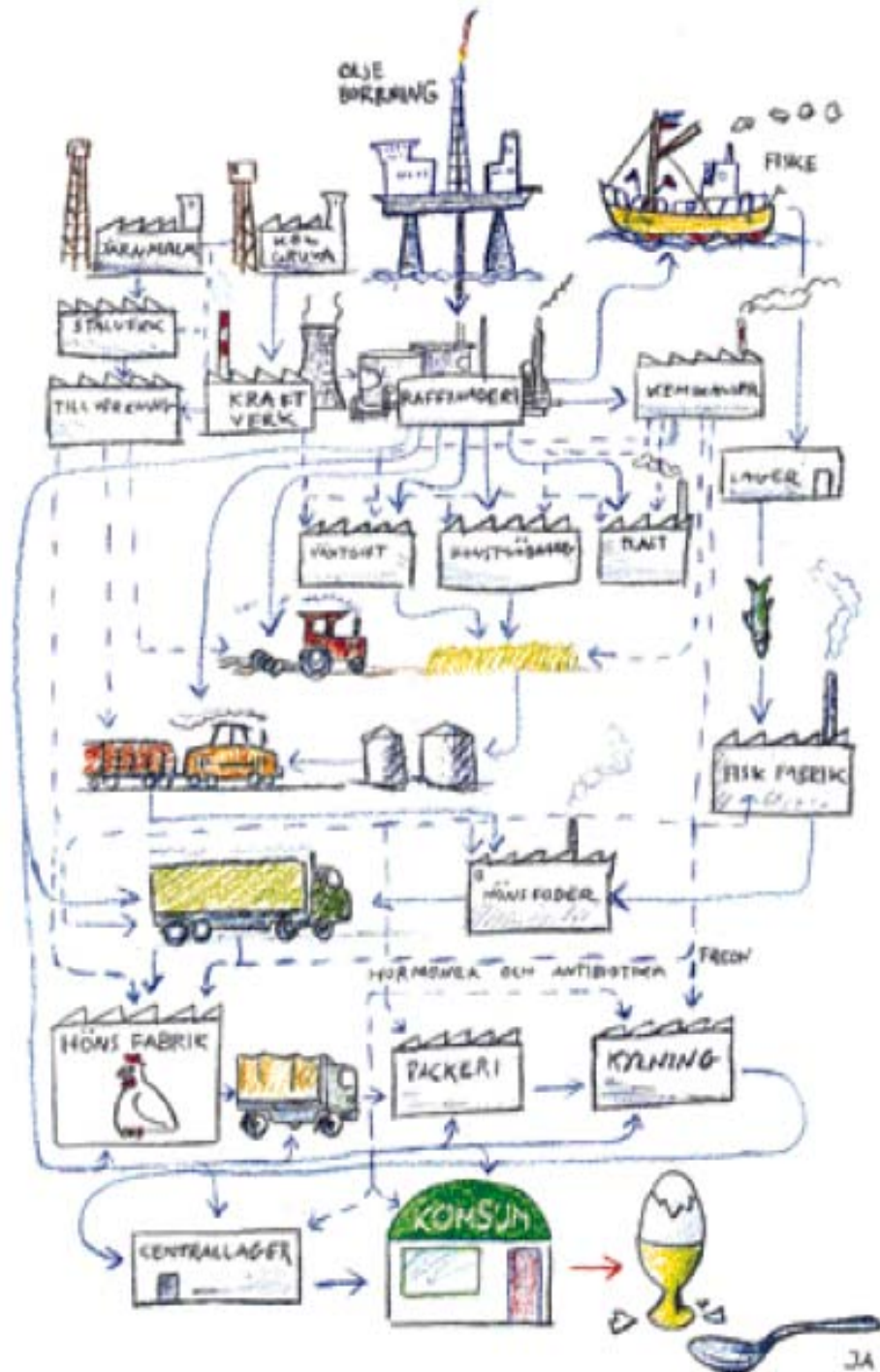
You will now be the ones that have to pay for this, to pay more for your products.

This will be the result if we treat labelling of seafood as an eco-label.



Life Cycle Analysis

from the report "Sila kamelerna! 1995"



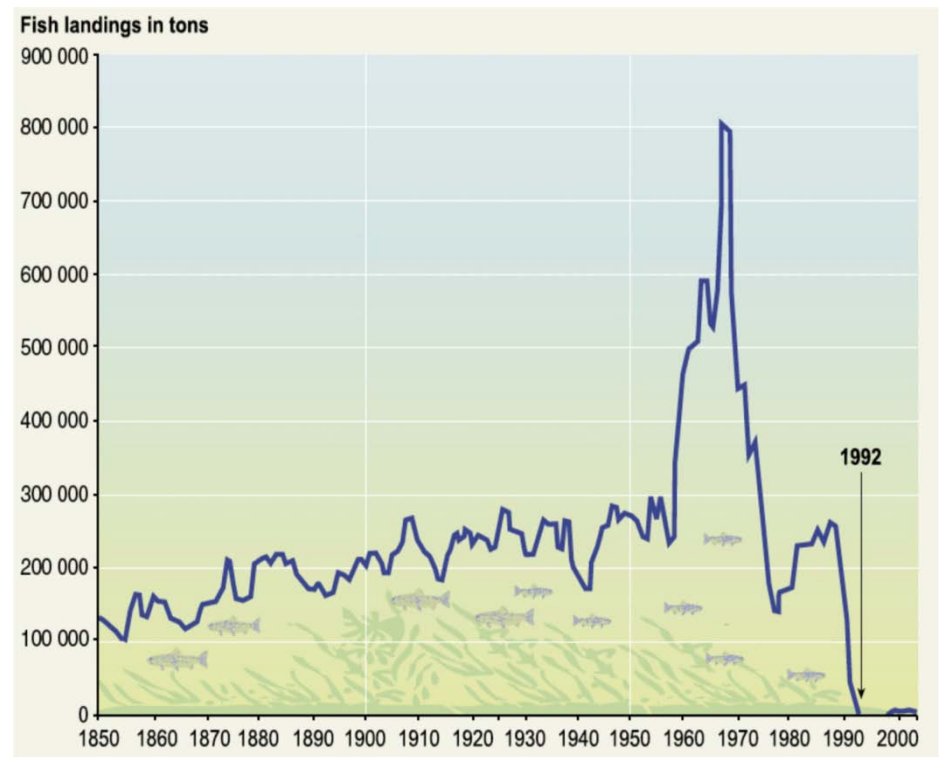
Strategy work Fish and seafood

- **Analysis** to identify the strategic environmental issues according to oceans and sea
- **Education** for buyers, sales- and environmental responsible persons within these functions
- **Strategy platform** developed by the persons working with fish and seafood
- Sales figures
- Internal expertgroup in cooperation with external experts
- Some sources:
 - FAO (The Food and Agriculture Organization of the United Nations)
 - The Swedish Board of Fisheries
 - Environmental classification: Marine Conservation Society, WWF, Miljöstylningsrådet, ICES, Incofish and U&W [you&we]

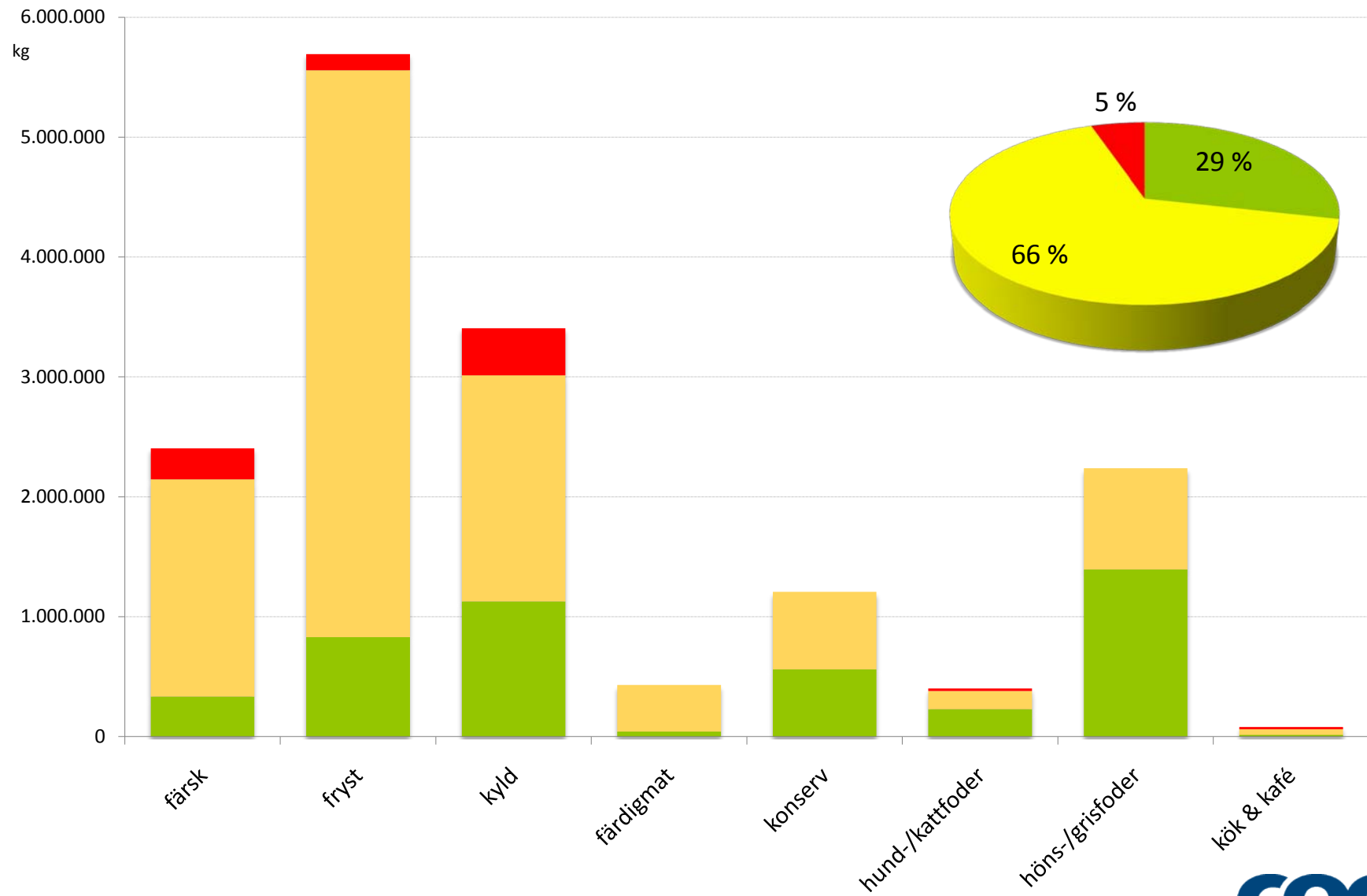
The Problem

More than 70% of the fish species of the the World, are fully exploited or used.

The United Nations warns against a total brakedown of one fourth of the fishstocks of the World.



Sales figures 16.000 ton, "eco" classified (2007 Coop)



“Shadowfish” to feed cultivated fish to Coop

19.000 ton fish is required to feed the fish that is sold in Coop.

That is even more than the total sales!



Total Coop fish 35 000 ton (2007)



Display of fish at a Coop outlet



the vision of Coop



A living ocean!

Help the consumers to make a sustainable choice.



2

Eco labelling of seafood products could not be a substitute for the implementation and enforcement of a **Fishery Policy** that is **based on the ecosystem approach**.

3

The governments and **the Commission** should **not hide behind a voluntary eco-label scheme** but have to take the lead in paving the way for a sound and productive maritime environment.

4

Do not waste resources by reinventing the wheel!

The MSC standard, and KRAV/Debio criteria, could be the vehicle to get things going!

Thank You for Your attention

Per Baumann
Environmental Expert
Coop Sweden

